

# UPM RAFLATAC & KIWI LABELS



**2020 SUSTAINABLE PACKAGING DESIGN  
SPECIAL AWARD - RETAIL PACK  
BRONZE WINNER**

## UPM Raflatac & Kiwi Labels

Washable Adhesive on rPET punnet

### Key Outcomes and Measurement

**90%**

Label liner contains 90% post-consumer recycle (PCR)



No label contaminants in the recycling stream



No contamination to the PET in recycling



Adhesive is designed to wash off the punnet in the normal recycling process



Reduced virgin PET



Punnet is locally made in NZ



Significantly enhanced recyclability of the package once discarded

**100%**

Packaging manufactured from recycled content



Committed to 2025 National Packaging Targets



**Company:** UPM Raflatac & Kiwi Labels

**Product:** The CUSTOM-PAK rPET cherry punnet with self-adhesive label, permanent adhesive that is also washable at the PET recycling plant

**Country:** Australia and New Zealand

Kiwi Labels, a New Zealand pioneer in digitally printed labels, has forged a national presence in the Fast Moving Consumer Goods (FMCG) market for over 44 years. The brand recently demonstrated its leadership with the launch of the new UPM Raflatac RW85C PET wash-off solution at the 2020 Australasian Packaging Innovation & Design Awards (PIDA). Forming part of the UPM Raflatac SmartCircle sustainable product offering, this sustainable label solution took home Bronze in the 2020 PIDA Awards for Sustainable Packaging Design, recognising printing excellence and leadership in sustainable packaging.



- **Increased pressure to reduce plastic waste and growing confusion about recyclability in the New Zealand market is pushing brand owners to seek truly sustainable products from suppliers like Kiwi Labels.**
- **PET wash-off solutions enable labels to separate easily during industrial washing, maximising the recyclability of containers and giving them a second life.**
- **UPM Raflatac's sustainable label solution supports the circular economy, helping Kiwi Labels become the frontrunner in the industry.**

## Why sustainable labels?

Amid growing concern about packaging waste, especially plastic packages, more and more New Zealand brand owners are prioritising sustainability. Due to limited recycling infrastructure and the overwhelming presence of greenwashing, the New Zealand market faced a clear need to find better, reliable solutions for reducing plastic waste. Rising environmental pressure pushed brand owners to turn to their suppliers for help in seeking a truly sustainable solution to maximise the recyclability of consumer packages. Kiwi Labels is eager to tell the market how it is helping to reduce plastic waste.

*"Because of the negative environmental impact from plastic waste and confusing information in the New Zealand market, we really wanted to do something with our labels. But the problem is that the standard label solution hinders the recycling process because it sticks on the recyclate, unlike the wash-off label. And because the recyclers use old machinery, the label choice matters even more,"* says Kiwi Label's General Manager, Guy Phillips.

Kiwi Labels typically delivers transparent labels to its customers, which causes some difficulties for the PET recycling stream due to the absence of recycler detecting systems. Kiwi Labels is eagerly pushing the industry to improve recycling by offering new and innovative packaging solutions to help recyclers deliver clean PET recyclates for further use.

## Maximising the recyclability of containers with PET wash-off solution

Luckily, Kiwi labels discovered UPM Raflatac's RW85C PET wash-off solution. Unlike traditional label materials, wash-off label solutions for PET containers separate easily during the industrial washing process, floating away from the high-value, clean PET flakes and allowing a greater yield to be recovered without contamination. These flakes can be converted into new pellets for PET packaging, reducing waste and supporting the circular economy.

After successful trials with the RW85C PET wash-off solution, any remaining concerns disappeared, and Kiwi Labels gained new business from brand owners.

*"UPM Raflatac's solution really works well. It enhances the efficiency of the PET recycling process without requiring any changes to our existing labelling equipment,"* Phillips adds.





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## The future is circular with UPM Raflatac's sustainable label solution

Brand owners in New Zealand are facing growing pressure to change due to the environmental problems caused by the waste and pollution crisis. According to Packaging New Zealand, New Zealanders consume about 735,000 tonnes of packaging every year and recycle only about 58 per cent. The New Zealand market is facing a huge need to develop more sustainable products and solutions. To reduce plastic waste, there needs to be more recyclable packaging – which applies not only to the containers, but the label liners as well.

UPM Raflatac is labelling a smarter future beyond fossils by innovating sustainable solutions. The company has extended its sustainable portfolio with products like PET wash-off label materials as well as providing more eco-friendly services, such as the RafCycle™ by UPM Raflatac recycling service.

With its strong commitment to leadership in sustainable labelling, UPM Raflatac's solution helps converters like Kiwi Labels become frontrunners in the industry by increasing both product recyclability and reuse. It is a truly sustainable solution which proves that labels can contribute significantly to unlocking a more sustainable future.

## UPM Raflatac

**UPM Raflatac is labelling a smarter future beyond fossils by developing innovative and sustainable labelling solutions.**

**As one of the world's leading producers of self-adhesive label materials, UPM Raflatac offer a wide range of stunning prototype label materials that provide fresh combinations of colour and texture for innovative labelling solutions.**

**The partnership with Kiwi labels is an example of the increasing collaboration with label printers, end users and designers to increase recyclability of plastics.**



The Australasian Packaging Innovation & Design (PIDA) Awards are an Australia and New Zealand program that is coordinated by the Australian Institute of Packaging (AIP). The awards recognise companies and individuals who are making a significant difference in their field across Australia and New Zealand. The PIDA Awards are the exclusive entry point for Australia and New Zealand for the prestigious WorldStar Packaging Awards.



The Design Innovation of the Year company awards recognise organisations that have designed innovative packaging within each of these six manufacturing categories:

- Food
- Beverage
- Health, Beauty & Wellness
- Domestic & Household
- Labelling & Decoration
- Outside of the Box

There are four special awards available:

- **Sustainable Packaging Design**
- Save Food Packaging Design
- Accessible & Inclusive Packaging Design
- Marketing Award

The **Sustainable Packaging Design Special Award** is designed to recognise companies that have developed innovative packaging solutions that incorporate sustainability considerations. All entries are judged on Sustainable Packaging Design considerations such as social impact, material, source reduction, energy and recovery and what packaging changes the company is undertaking to meet the 2025 National Packaging Targets. This is also a WorldStar Packaging Awards category.



AUSTRALIAN INSTITUTE  
OF PACKAGING

The Australian Institute of Packaging (AIP) is the peak professional body for packaging education and training in Australasia. The AIP helps shape the careers of generations of packaging professionals – from packaging technologists to international packaging business leaders along with a host of people in associated disciplines – sales and marketing, purchasing, production and environment.

**Australian Institute of Packaging**

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